



## **NAMWISE**

*Gaining experience and confidence in New Approach Methodologies (NAM) for regulatory safety and efficacy testing – coordinated training and experience exchange for regulators*

### **Deliverable 33 (D6.1) Communication and Dissemination plan (C&D plan)**

|                                         |                                                                                                      |
|-----------------------------------------|------------------------------------------------------------------------------------------------------|
| <b>Project Number</b>                   | 101191595                                                                                            |
| <b>Project Acronym</b>                  | NAMWISE                                                                                              |
| <b>Project Full Title</b>               | New Approach Methods Within Integrated Safety & Efficacy Evaluation of Chemicals and Pharmaceuticals |
| <b>Call Identifier</b>                  | HORIZON-HLTH-2024-IND-06                                                                             |
| <b>Project start date</b>               | 01/12/2024                                                                                           |
| <b>Project duration</b>                 | 30 months                                                                                            |
| <b>Deliverable ID</b>                   | D6.1 (Work Package 6)                                                                                |
| <b>Deliverable type (R, DMP, DEC)</b>   | R                                                                                                    |
| <b>Deliverable extended name</b>        | Communication and Dissemination plan                                                                 |
| <b>Due date for deliverable</b>         | 31/03/2025                                                                                           |
| <b>Deliverable actual delivery date</b> | 31/03/2025                                                                                           |

**Work Package Leader:** Alertox (AXA)

**Lead Beneficiary:** Alertox (AXA)



## Dissemination Level

| Project co-founded by the European Commission within the Horizon Europe Framework Programme |                                                                 |   |
|---------------------------------------------------------------------------------------------|-----------------------------------------------------------------|---|
| Dissemination Level                                                                         |                                                                 |   |
| PU                                                                                          | Public (fully open)                                             | X |
| SEN                                                                                         | Sensitive (limited under the conditions of the Grant Agreement) |   |
| CI                                                                                          | Classified (under the Commission Decision)                      |   |

## Version History

| Version | Date       | Authors                              | Organisation | Description       |
|---------|------------|--------------------------------------|--------------|-------------------|
| 1       | 12/02/2025 | François Douillard, François Busquet | AXA          | First draft       |
| 2       | 19/02/2025 | François Douillard, François Busquet | AXA          | Second draft      |
| 3       | 28/02/2025 | WP6 participants                     | ALL          | Round of Revision |
| 4       | 14/03/2025 | Claudia Bargeon                      | LPB          | Quality check     |
| 5       | 27/03/2025 | François Douillard                   | AXA          | Final version     |



**NAMWISE Consortium**

| #  | Participant organisation name                                                                                        | Abbreviation | Country |
|----|----------------------------------------------------------------------------------------------------------------------|--------------|---------|
| 1  | Institut National de l'Environnement Industriel et des Risques - INERIS                                              | INERIS       | FR      |
| 2  | Instituto de Salud Carlos III                                                                                        | ISCI         | ES      |
| 3  | Institute of Evidence-Based Toxicology                                                                               | IEBT         | DE      |
| 4  | aQuaTox-Solutions GmbH                                                                                               | AQUA         | CH      |
| 5  | Alterttox                                                                                                            | AXA          | BE      |
| 6  | CEHTRA SAS                                                                                                           | CEHT         | FR      |
| 7  | Association Lyonbiopôle                                                                                              | LBP          | FR      |
| 8  | AXELERA – Association Chimie-Environnement Lyon et Rhône Alpes                                                       | AXEL         | FR      |
| 9  | BIOREGIO STERN MANAGEMENT GMBH                                                                                       | STERN        | DE      |
| 10 | Pepper Plateforme public privé pour la pré-validation des méthodes de caractérisation des perturbateurs endocriniens | PEPPER       | FR      |
| 11 | WatchFrog                                                                                                            | WF           | FR      |
| 12 | Sanofi-Aventis Groupe                                                                                                | SANO         | FR      |
| 13 | Charles River Laboratories Den Bosch BV                                                                              | CRL          | NL      |
| 14 | Umweltbundesamt mit Beschränkter Haftung (UBA GMBH)                                                                  | EAA          | AT      |
| 15 | Austrian Institute of Technology GmbH                                                                                | AIT          | AT      |
| 16 | The University of Birmingham                                                                                         | UoB          | UK      |
| 17 | Institut National de la Santé et de la Recherche Médicale                                                            | FC3R         | FR      |
| 18 | NETRI                                                                                                                | NETRI        | FR      |

*Disclaimer - All information provided reflects the status of the NAMWISE project at the time of writing and may be subject to change. All information reflects only the author's view.*



## Contents

### Executive summary

#### 1. Introduction

- 1.1. Purpose of the Communication and Dissemination plan
- 1.2. Project overview and objectives of NAMWISE and its focus on NAMs
- 1.3. Relevance of NAMWISE in the context of EU legislation

#### 2. Translating NAMWISE objectives and key messages to diverse audience groups

- 2.1. Audience segmentation for effective communication
- 2.2. Key messages communication segmentation and tailoring for better clarity and audience targeting

#### 3. Communication and dissemination strategy

- 3.1. Communication channels, tools and, content types
- 3.2. Exploitation and training resources for CROs, regulators, academia, and the general public
- 3.3. Communication flow, content validation and release

#### 4. Development and timeline of the Communication and Dissemination plan

- 4.1. Initial proposed timeline and preliminary plan
- 4.2. Milestones and deliverables

#### 5. Project visual identity

- 5.1. Design elements
- 5.2. Visual identity implementation in communication materials
- 5.3. The NAMWISE website

#### 6. Assessment and evaluation of the C&D plan efforts

- 6.1. Criteria to monitor C&D plan implementation and effectiveness
- 6.2. Key Performance Indicators (KPIs)
- 6.3. Continuous Improvement

### Concluding remarks



## **Executive summary**

The Communication and Dissemination (C&D) plan for the NAMWISE project proposes a structured and pragmatic approach to effectively share the project outcomes. It specifically focuses on promoting New Approach Methodologies (NAMs) beyond the consortium, engaging key stakeholders to raise awareness, consensus and trust in these alternatives to animal-based testing. NAMWISE aims to advance the adoption of NAMs in the regulatory assessment of chemicals and pharmaceuticals, supporting key EU frameworks such as REACH. The C&D plan identifies target audiences, tailors key messages, and defines communication channels and content formats to be used during the project. In addition, the C&D plan also describes the project visual identity and a framework for monitoring and evaluating communication efforts using Key Performance Indicators (KPIs). The latter will be used for adjustment and improvement and an updated version of the C&D plan will be submitted later during the project, as described in the project proposal. By defining clear and targeted communication and dissemination activities, the C&D plan of NAMWISE aims to have a lasting impact on the NAM ecosystem and its actors.



## **1. Introduction**

### **1.1. Purpose of the Communication and Dissemination plan**

The Communication and Dissemination (C&D) plan for the NAMWISE project provides a framework to all communication and dissemination activities, ensuring the project outcomes are effectively shared with the relevant stakeholders. It identifies key messages, target audiences, communication channels and tools to engage them, and metrics (key performance indicators - KPIs) to evaluate the impact of these efforts. The C&D plan aims to be aligned with NAMWISE activities, by promoting NAMWISE beyond its internal community and fostering awareness of New Approach Methodologies (NAMs) by, among others, regulators, industry, academia, CROs, and the general public. A strong emphasis is placed on stakeholder engagement, particularly with regulators and industry professionals, to convey a clear message and to build trust in the adoption of NAMs.

The C&D efforts will address both scientific advancements and societal impacts. It also includes continuous feedback and KPIs to maximize and adjust each activity throughout the project. By establishing a detailed C&D plan, we want to ensure that key messages reach relevant target audiences and that resources are used optimally throughout the project.

### **1.2. Project overview and objectives of NAMWISE and its focus on NAMs**

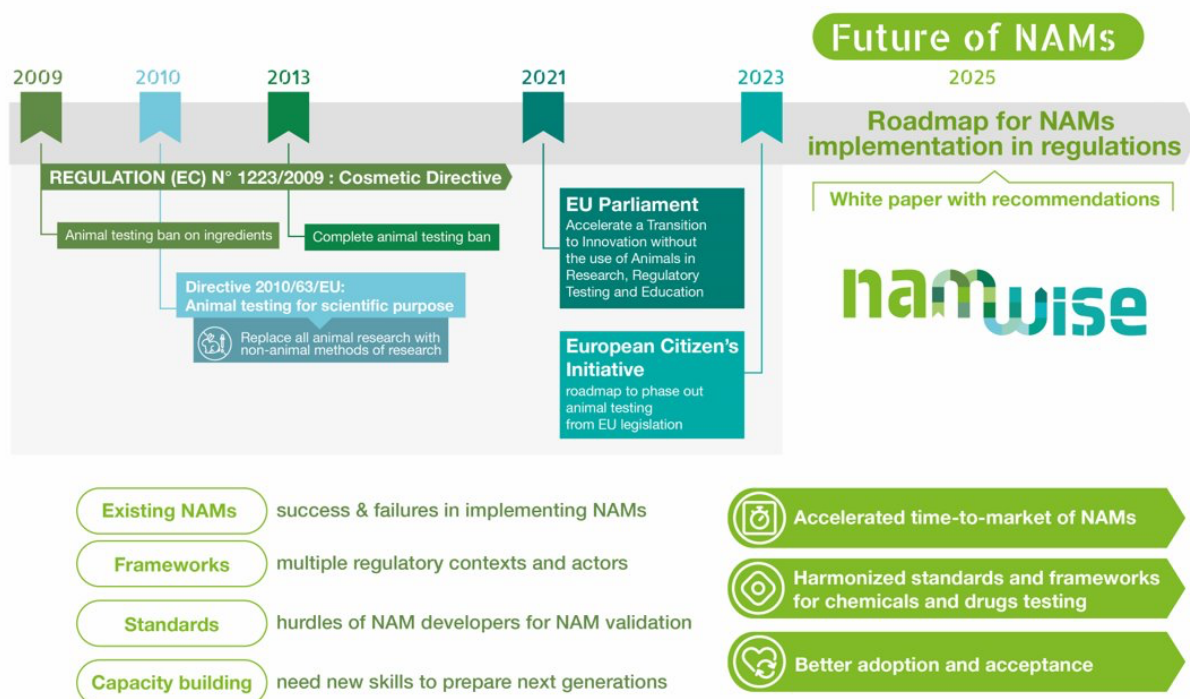
NAMWISE is pushing towards advancing the adoption and implementation of NAMs in the regulatory assessment of chemicals and pharmaceuticals. NAMWISE is part of the European Union's broader efforts to transition away from vertebrate-based testing, prioritizing ethical and innovative approaches for safety and efficacy evaluations. NAM encompass cutting-edge methodologies, including *in vitro* systems such as organoids and organ-on-chips, modernized zebrafish embryonic tests as models for mammalian and ecotoxicity endpoints, *in silico* models, and frameworks like Adverse Outcome Pathways (AOPs) and Integrated Approaches to Testing and Assessment (IATAs). NAMWISE adopts a multi-actor approach, fostering collaboration among NAM developers, regulators, industry players, CROs, and academia in both the chemical and pharmaceutical sectors. As described in the project proposal, NAMWISE will consist of **5 main objectives**:

- ⇒ **Objective 1:** Gather knowledge and information on NAMs, existing and emerging frameworks, initiatives, and trainings in the chemical and pharmaceutical sectors.
- ⇒ **Objective 2:** Assess regulatory NAM implementation and NAM vs. animal-based procedures: drivers and obstacles.
- ⇒ **Objective 3:** Elaborate concrete guidance and practical examples/case studies on how to effectively integrate, interpret, and use NAMs for the assessment of the safety and efficacy of chemicals and pharmaceuticals.
- ⇒ **Objective 4:** Analyze the requirements for the validation and standardization of NAMs.
- ⇒ **Objective 5:** Communicate and disseminate NAMs advantages to a large audience and build capacity with dedicated trainings.



### 1.3. Relevance of NAMWISE in the context of EU legislation

NAMWISE aligns with the EU legislation in its efforts at transitioning from animal-based testing to alternatives, supporting key frameworks like REACH, the Cosmetics Regulation, and Directive 2010/63/EU, and recent initiatives like the European Citizens' Initiative and the Roadmap towards phasing out animal testing for chemical safety assessments. The project addresses regulatory challenges by advancing the validation, harmonization, and adoption of NAMs across EU agencies such as ECHA, EFSA, and EMA. NAMWISE also supports the "One Substance, One Assessment" approach, promoting efficient and transparent processes. By bridging scientific advancements with regulatory needs, NAMWISE helps drive the EU shift toward animal-free safety and risk assessments (**Figure 1**).



**Figure 1.** NAMWISE overall aims integrated in EU roadmaps.

## 2. Translating NAMWISE objectives and key messages to diverse audience groups

### 2.1. Audience segmentation for effective communication

Effective communication of NAMWISE requires a comprehensive understanding of the different target audiences, each with distinct technical and/or regulatory backgrounds, needs and expectations. For each of the five project main objectives described above, the segmentation of the audience allows us to better define and refine our communication strategy, i.e. key messages, communication channels, tools and metrics for KPI. NAMWISE targets a diverse array of stakeholder groups to ensure the effective dissemination and uptake of NAMs in regard with the project objectives:

**Regulatory authorities and policymakers:** European and national regulatory agencies responsible for chemical and pharmaceutical legislation and regulation. Their role is essential in adopting NAMs into regulatory frameworks, promoting harmonization, and ensuring alignment with EU policies. Actors include, among others, the European Chemicals Agency (ECHA), the European Medicines Agency



(EMA), the European Food Safety Authority (EFSA), the European Commission (DG ENV, DG SANTE, DG GROW, DG RTD).

**International organizations (OECD, ISO, CEN, ICH, VICH):** International organizations provide guidelines to ensure safety, efficiency, and regulatory harmonization across industries.

**Industry stakeholders:** Small and medium-sized enterprises (SMEs) and large corporations from the chemical and pharmaceutical sectors, that are having activities related to NAMs. This group is important, since industry stakeholders play a key role for implementing NAMs in regard with product safety and development and, efficacy assessments. It is noteworthy to consider the diversity of the actors within this target audience group, since they do not have the same needs regarding NAMs, i.e. SMEs and large corporations.

**Academia and public research institutions:** Researchers play a pivotal role in developing NAMs, including *in vitro*, *in silico*, and integrated approaches. They generate fundamental knowledge and novel methodologies of NAMs and thus they support regulatory acceptance. This target audience group also includes international and EU-level initiatives, such as EU-funded projects and research consortia (e.g., ASPIS, PARC), as they play a key role in the development, validation, standardization, and regulatory acceptance of NAMs.

**Training providers and educational institutions:** This group includes universities and training organizations that design and deliver educational content related to toxicology, risk assessment, and NAMs. Actors include, among others, the ECHA Training Programs, the EMA Regulatory Science Training, the OECD eLearning on Alternative Methods, the European Society of Toxicology *In Vitro* (ESTIV), the University of Konstanz (CAAT-Europe), the Utrecht University (3Rs-Centre Utrecht Life Sciences) and the Eurotox education program.

**Academia trainee and related:** This group relates to future and next-generation researchers who will be developing, implementing and using NAMs. It will include COST Action members (e.g., IMPROVE, Netskinmodels) and Master's degree students/academia in toxicology and regulatory sciences, focusing on research and development of NAMs.

**Contract Research Organizations (CROs):** CROs require specific capacity-building resources to adopt and apply NAMs in their assessments, ensuring compliance with industry and regulatory standards.

**Advocacy groups and NGOs on animal welfare:** They are encouraging ethical and sustainable scientific practices that are essential in raising public awareness about phasing out animal testing. Their engagement can transmit NAMWISE key messages to a larger audience.

**Environmental NGOs:** Environmental NGOs focus on chemical safety, pollution reduction, and public health. Their position on NAMs is more ambiguous. While they generally support ethical, sustainable practices, they also have concerns over the effectiveness, validation, limitations and adoption pace of NAMs as a new approach to assess environmental risks. They are committed to 'a gradual transition to NAM-based hazard identification' and promote 'a precautionary approach to achieve both reduced reliance on animals and increased protection'. Actors include environmental organizations and networks from the Green 10.

**Consumer protection organizations:** These organizations ensure that products reaching the market are safe, effective, and ethically tested. They advocate for transparency in product safety assessments, pushing for regulatory changes that favor NAMs over traditional animal testing.



**General public and media:** These are citizens and social media communities advocating for animal welfare and supporting EU initiatives to phase out animal testing. Are also included science journalists and specialized media covering chemicals, pharmaceuticals, and regulatory developments.

By segmenting our key messages to these different target groups, NAMWISE can tailor its communication and dissemination strategy to make sure that its activities are properly disseminated, understood, and implemented by each target audience.

## 2.2. Key message communication segmentation and tailoring for better clarity and audience targeting

To ensure the effective communication and dissemination of NAMWISE activities, it is essential to tailor messages to the specific needs and expectations of each stakeholder groups. The table below outlines the key messages for each target group, their needs, and the communication channels to engage them. By using this approach, NAMWISE ensures that its efforts are impactful towards awareness, acceptance, and implementation of NAMs across various sectors.

| Target Audience                                                                                | Key Message                                                                                                                          | Needs                                                                                                                                                                                                                | C&D Activities                                                  | Relevance |
|------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|-----------|
| Regulatory authorities & policymakers                                                          | NAMs offer reliable, scientifically sound, and regulatory-ready alternatives to animal testing, supporting EU policies.              | Need validated, standardized methodologies that align with EU policies and regulatory frameworks.                                                                                                                    | Partner forums, webinars, white papers, policy briefs, webinars | ★★★★★     |
| International organisations                                                                    | NAMs should be standardized to facilitate regulatory acceptance and industry adoption.                                               | Need consensus on standardized methodologies to ensure acceptance and regulatory harmonization.                                                                                                                      | Partner forums, webinars, white papers, policy briefs, webinars | ★★★★★     |
| Industry stakeholders in the chemical and pharmaceutical sectors – Developers, CROs, end-users | <u>End-users:</u> NAMs enhance product safety assessments while improving efficiency, cost-effectiveness, and regulatory compliance. | <u>SMEs:</u> low-cost, easy-to-implement alternatives, practical guidance for integration.<br><u>Large corporations:</u> regulatory acceptance certainty, robust data, scientific validation and scalable solutions. | White papers, case studies, hands-on trainings, conferences.    | ★★★★★★    |
|                                                                                                | <u>NAM developers:</u> NAMs are cutting-edge scientific tools that can drive research and regulatory acceptance.                     | Need to develop NAMs that are scientifically robust and scalable.                                                                                                                                                    | Scientific publications, conferences, workshop/partner forums.  | ★★★★★☆☆   |
|                                                                                                | <u>CROs:</u> NAMs offer new business opportunities and                                                                               | Need training and resources to implement NAMs in                                                                                                                                                                     | Hands-on trainings, webinars, partner forums.                   | ★★★★★☆☆   |



| Target Audience                               | Key Message                                                                                                               | Needs                                                                                               | C&D Activities                                                                | Relevance |
|-----------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|-----------|
|                                               | improve compliance with regulatory standards.                                                                             | contract for regulatory dossiers.                                                                   |                                                                               |           |
| Academia & research institutions              | NAMs are cutting-edge scientific tools that can drive research and regulatory acceptance.                                 | Need to develop NAMs that are scientifically robust.                                                | Scientific publications, conferences, workshop/partner forums.                | ★★★★☆     |
| Training providers & educational institutions | Engage in the development of NAMs by leveraging training, educational resources, and curriculum for continuous education. | Need up-to-date knowledge and training materials to educate the next generation of toxicologists.   | Training modules, educational materials.                                      | ★★★★☆     |
| Students/academia, COST Action members        | NAMs should be integrated into toxicology - teaching courses to train future professionals.                               | Access to existing and new training materials, pedagogical resources, and NAM development criteria. | Disseminate training and educational resources.                               | ★★★★☆     |
| NGOs on animal welfare                        | NAMs support ethical science by phasing out animal testing while ensuring safety and efficacy.                            | Need scientifically sound alternatives to advocate for policy changes.                              | Public campaigns, webinars, outreach events, educational kits, infotainments, | ★★★★☆☆    |
| Environmental NGOs                            | NAMs help in reducing environmental damage by enabling more sustainable chemical assessments.                             | Need evidence of how NAMs can contribute to environmental protection and public health.             | Public campaigns, webinars, outreach events, educational kits, infotainments  | ★★★★☆☆    |
| Consumer protection organizations             | NAMs enhance safety by providing accurate, ethical, and environmentally friendly testing alternatives.                    | Need for transparency and accountability in testing methods used to evaluate products.              | Public campaigns, webinars, outreach events, educational kits, infotainments  | ★★★★☆☆    |
| General public and media                      | NAMs contribute to ethical science, innovation, and better consumer safety.                                               | Concerned about animal welfare and human safety and health                                          | Public campaigns, webinars, outreach events, educational kits, infotainments  | ★★★☆☆☆    |

**Table 1.** Key messages and needs per target audience. In addition, each target audience group was ranked based on its relevance to NAMWISE objectives and activities.



In **Table 1**, regulatory authorities, policymakers, and industry stakeholders are ranked 5 due to their central role in adopting and integrating NAMs into regulatory frameworks and subsequent applications. Standardization organizations, academia, and CROs are ranked 4 because they are important for the validation, harmonization, and testing of NAMs. Training providers, consumer protection organizations, and NGOs are ranked 3 important, because they are less involved in the implementation and validation of NAMs. General public/media are essentials in raising awareness, but their impact on regulatory change and industry implementation is rather limited, therefore, they are ranked 2.

### **3. Communication and dissemination strategy**

#### **3.1. Communication channels, tools and content types**

NAMWISE utilizes different communication approaches to ensure effective dissemination of the project outcomes with its stakeholders. These communication channels are complementary to ensure that NAMWISE communication strategy reaches each target audience effectively.

**Project branding and visual identity:** A project visual identity, including a logo, templates for presentations and documents, and consistent color schemes, ensures professional and recognizable communication around the project.

**Online social channels:** The NAMWISE website acts as the main repository for all project resources, updates, and outcomes, while social media platforms will allow real-time interactions and community building. The website will be first published as a minimalist version with additional resources and functionalities added throughout the project. Social media platforms like LinkedIn and YouTube channels will also be used to engage stakeholders, share project updates, and so on. Additionally, newsletters keep stakeholders informed about key milestones and related events, using engaging visual and audio content such as infographics and interviews.

**Publications and media:** Peer-reviewed articles, technical reports, and policy briefs will be disseminated to scientific, regulatory, and industry communities to raise awareness of NAMWISE's objectives and achievements.

**Public engagement, events, and networking:** Webinars and partner forums (stakeholder forums) provide opportunities for direct interaction and knowledge sharing. Participation in conferences, workshops, webinars and exhibitions will help to disseminate project outcomes to academic, industrial, and regulatory audiences. In addition, NAMWISE will be present at scientific congresses and other science outreach events. In that regard, public educational resources will be produced.

**Training and educational materials and resource platforms:** Video tutorials, educational kits, and teaching materials tailored for the general public, students, researchers, and CROs will be shared through online platforms (YouTube), scientific congresses and training programs. These materials build capacity and knowledge on NAMs, ensuring a lasting impact of NAMWISE towards promoting NAMs.

**Written materials:** Fact sheets, newsletters, and policy briefs will be developed to provide concise and accessible information about NAMWISE's objectives, progress, and results. These materials will be distributed both digitally and in print *via* the different communication channels. The C&D plan will provide a framework to deliver a consistent communication across the different channels.

**Promotional items:** Branded merchandise, such as pens, notebooks, and notepads may be distributed at conferences and events, to increase the visibility of the project.



Using these different tools and channels, NAMWISE ensures its communication strategy is robust, adaptable, and impactful, promoting awareness and engagement towards the uptake of NAMs among the different stakeholder groups.

### 3.2. Exploitation and training resources for CROs, regulators, academia, and the general public

Another objective of NAMWISE is capacity building and knowledge sharing with the different stakeholders. To achieve this, NAMWISE will develop comprehensive training resources:

**Training kits:** Ready-to-use materials, including detailed tutorials and manuals, help stakeholders understand and implement NAMs effectively.

**Webinars:** Interactive sessions conducted by experts ensure hands-on learning and active participation, addressing specific challenges faced by the stakeholders.

**Academic teaching materials:** Documents related to case studies will be created to support university programs, ensuring that students gain a strong foundation in NAMs.

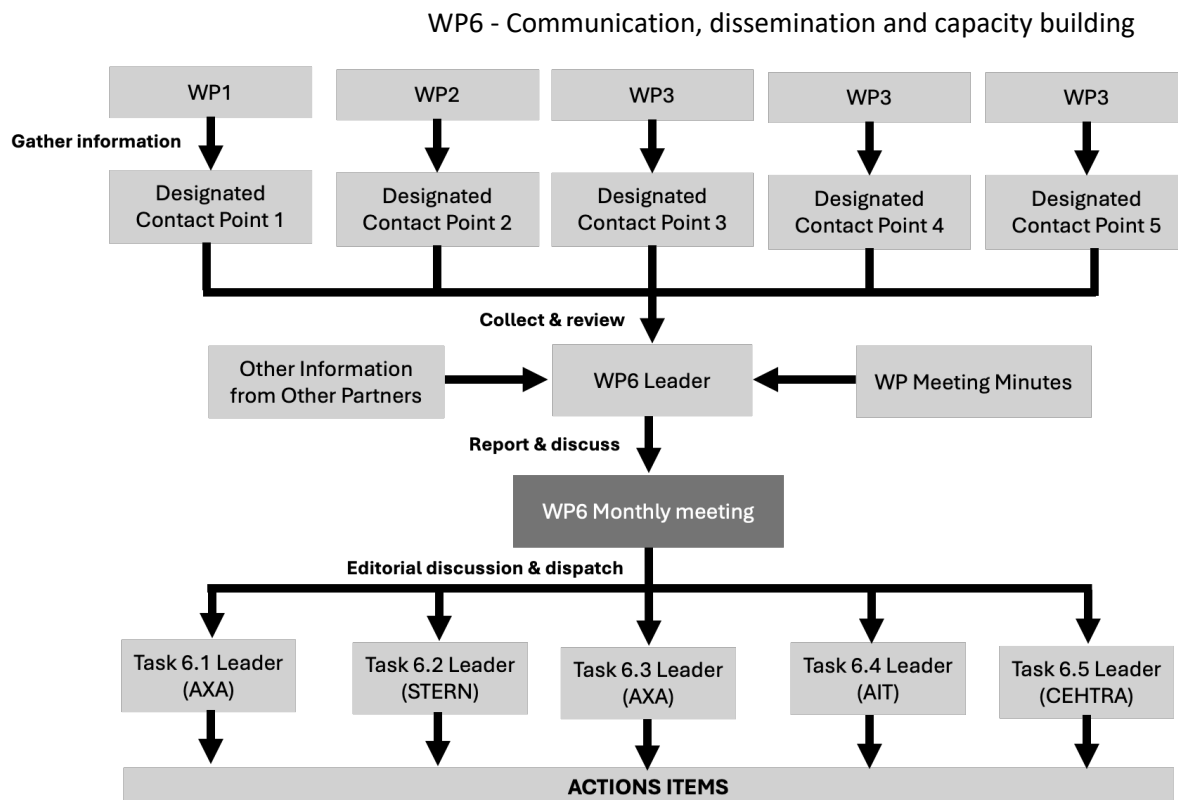
**Educational kits for public outreach:** Simple, engaging materials designed for scientific congresses and public events help communicate NAMWISE mission, vision and results to the general public.

### 3.3. Communication flow, content validation and release

To effectively communicate and disseminate the latest developments related to NAMWISE and NAMs, the efficient communication flow within WP6 and across other WPs is essential. To facilitate this, WP6 has requested and secured a designated contact person from each WP. This individual will be responsible for promptly transmitting relevant information to WP6, ensuring the timely delivery of accurate and up-to-date updates on NAMWISE activities.

The primary objective is to stay informed about the latest developments and results from each WP, enabling clear and effective communication. Additionally, WP6 will have access to the minutes of meetings from all work packages, further supporting smooth and efficient information flow (**Figure 2**). WP6 organizes dedicated Monthly Meetings related to the activities of WP6, where the latest developments and new content will be discussed.





**Figure 2.** Information communication flow. The WP6 Monthly Meeting will play a key role as a platform to discuss and take decisions on actions items for the activities of WP6. This will be consolidated by the use of an online collaborative platform dedicated to WP6, where documents will be deposited and jointly developed.

A crucial step in our communication strategy is content validation, ensuring that all messages shared across different channels are consistent, coherent, and accurate. Given that WP6 partners utilize various communication channels and content types, we have established a classification system to determine the validation process required before publication.

### Two levels of content validation

- Level 1: core project information

This category includes content that presents an official overview of NAMWISE, ensuring alignment and consistency with the project vision and objectives. Due to its importance, this type of content undergoes a strict and well-defined review process to maintain consistency.

Approval process: must be approved by the project coordinator or a designated member of the steering committee.

**Level 1 content:** official project descriptions, website content (NAMWISE website is the primary online platform for engaging stakeholders), key policy statements or strategic communications.

Publication: once validated, the content is published on the appropriate platforms by the responsible person for the channel.



- Level 2: project updates, external news, training resources, outreach materials

This category includes news, updates, and relevant external information related to NAMWISE, NAMs, industry events, and other EU initiatives on NAMs.

Approval process: validated by the responsible task lead within WP6. If necessary, the WP6 leader or project coordinator may be consulted.

**Level 2 content:** social media posts (LinkedIn, YouTube updates), newsletters, announcements about NAMWISE-related events and collaborations.

By implementing this two-tier validation system, the approval process will be streamlined, reducing the workload on the project coordinator while ensuring that content is reviewed by the appropriate partner. This structured approach ensures that all communications maintain a high standard while optimizing efficiency within the project.

## **4. Timeline, deliverables and milestones of the C&D Plan**

### **4.1. Initial proposed timeline and preliminary plan**

The timeline for the C&D plan will be structured to ensure the timely dissemination of key project outcomes, aligning with the broader project milestones and deliverables. The timeline will be broken down into phases with clear deadlines for communication activities and content releases. An editorial calendar and backward planning have been established, to ensure that WP6 partners have clear task assignments and good visibility in terms of activities, deliverables, and milestones. The editorial calendar will ensure that all communication activities are aligned with the overall project timeline and objectives. It will specifically relate to the activities of the YouTube channel and LinkedIn account, the newsletters and NAMWISE website. Each communication initiative will be mapped to relevant project milestones to ensure that the right information is shared at the appropriate time. In terms of publication planning (editorial calendar), WP6 aims at having a 6-month visibility.

### **4.2. Deliverables and milestones**

WP6 will generate a total of 13 deliverables throughout the project, with the majority scheduled for completion near the project end (**Table 2**).

| #     | Name of deliverables                 | Short description                                                                                                     | Lead  | T | Level | Del. date |
|-------|--------------------------------------|-----------------------------------------------------------------------------------------------------------------------|-------|---|-------|-----------|
| 6.1/2 | Communication and Dissemination plan | Communication/Dissemination strategy (T6.1)                                                                           | AXA   | R | PU    | M4/15     |
| 6.3/4 | Communication activities             | Report of communication with key performance indicators (T6.2)                                                        | STERN | R | PU    | M8/30     |
| 6.5   | Partner forum workshop reports       | Reports with summaries and conclusions of the morning and training sessions (T6.3)                                    | AIT   | R | PU    | M29       |
| 6.6   | Education kit                        | Booklet for general public (primary and secondary school) with games derived and layman text derived from NAMs (T6.3) | AXA   | R | PU    | M30       |
| 6.7   | White paper                          | Report collecting relevant deliverables WP2,3,4 and 5 targeting                                                       | AXA   | R | PU    | M30       |



## WP6 - Communication, dissemination and capacity building

|         |                                                                               |                                                                                                                                                                                |         |     |     |         |
|---------|-------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----|-----|---------|
|         |                                                                               | the regulators to be used as a stand-alone document (T6.3)                                                                                                                     |         |     |     |         |
| 6.8-9   | Training and pedagogic material available as free download (e.g. Slides, ...) | Education material on NAMs tailored for graduate courses in the toxicology field (T6.4)                                                                                        | AIT     | R   | PU  | M14/M25 |
| 6.10-11 | Report of the continuous education course                                     | Report on the content and sustainability strategy of the continuous course including how to guarantee updates of current trends and advancements in NAMs for toxicology (T6.4) | AIT     | R   | PU  | M14/M25 |
| 6.12    | Hands-on training for regulators                                              | Case study reports and video tutorials for regulators (T6.5)                                                                                                                   | CEHTR A | R   | SEN | M30     |
| 6.13    | Hands-on training for CROs                                                    | Case study reports and video tutorials for CROs (T6.5)                                                                                                                         | CEHTR A | R   | PU  | M30     |
| 6.14    | Project website                                                               | Project website for networking and knowledge-sharing                                                                                                                           | FC3R    | DEC | PU  | M5      |

**Table 2.** List of deliverables for WP6 related to C&D activities.

In addition, WP6 has one milestone (M14) to be delivered on M28, entitled 'Summary of the recommendations from the case studies (WP4) and strategy for NAMs development and validation (WP5)'. This will provide and make available complete documentation to be used for the partner forum.

## 5. Project visual identity and website

The visual identity plays an important role in establishing a consistent and professional image of the project, making the NAMWISE project recognizable to stakeholders.

### 5.1. Design elements

The project visual identity incorporates a series of design elements that collectively convey its purpose and personality (**Figure 3**).

**Logo:** A unique logo that embodies the vision of the NAMWISE project. The logo represents its commitment to advancing the understanding and adoption of New Approach Methodologies (NAMs). It is designed to be versatile, and easily recognizable.

**Color palette:** A set of colors that reflect the project ethos and align with the logo. The palette is harmonized to promote a sense of professionalism, innovation, and sustainability as well as stepping away from other NAMs projects.



**Typography:** Standardized fonts that maintain consistency across all communication materials. These fonts are chosen for their clarity, modernity, and readability, ensuring the content is accessible to a diverse audience.



**Figure 3.** The NAMWISE visual identity.

## 5.2. Visual identity implementation in communication materials

To maintain consistency and coherence, the NAMWISE visual identity is systematically applied across all communication and dissemination materials:

**Digital platforms:** The visual identity is integrated into the website, social media channels, newsletters and online training resources. This includes consistent use of the logo, colors, and typography in headers, banners, and interactive elements, featuring EU funding acknowledgement and grant agreement ID.

**Print materials:** Brochures, posters, policy briefs, and other printed materials follow the established visual identity guidelines, to ensure alignment with the project's branding and feature EU funding acknowledgement and grant agreement ID. Visual elements are strategically placed to draw attention to key messages.

**Presentation templates:** Standardized templates for slides and documents, featuring EU funding acknowledgement and grant agreement ID are provided to all partners, ensuring that internal and external presentations are visually aligned with the project identity.



**Events and campaigns:** Branding is prominently displayed at project events, including webinars, workshops (partner forums), and conferences.

**Multimedia content:** Videos, infographics, and animations adhere to the visual identity guidelines, ensuring a consistent look and feel featuring EU funding acknowledgement and grant agreement ID. This strengthens the impact and professionalism of audiovisual communications.

The consistent use of the NAMWISE project visual identity ensures that all communication materials effectively represent the project vision and goals while fostering recognition in stakeholders.

### 5.3. The NAMWISE website

The NAMWISE website will serve as a central hub for networking, resource-sharing, communication, and collaboration, promoting NAMs acceptance. As a dynamic website, it will be updated regularly with new content, including webinars, technical documentation, and other resources. The website will connect developers, users, regulators, and the public through sections tailored to diverse audiences, ensuring accessibility of project details, events, documentation, training, and webinars. The website interactive features and user-friendly design aim to enhance understanding and confidence in NAMs for regulatory use, ensuring broad engagement with the project's activities and findings.

## 6. Evaluation

### 6.1. Criteria to monitor C&D plan implementation and effectiveness

To measure how well the C&D plan is being implemented and its effectiveness, several criteria are established:

- ⇒ **Reach and coverage:** Assessing the extent to which target audiences are being reached through communication activities, including the number of stakeholders engaged, geographical coverage, and representation from diverse sectors.
- ⇒ **Engagement level:** Evaluating how actively the target audiences are interacting with the materials and platforms provided, such as participation in webinars, responses to surveys, or interactions on social media.
- ⇒ **Content quality and consistency:** Determining whether the materials disseminated are accurate, accessible, and tailored to the needs of the stakeholders, ensuring that the key messages are effectively communicated.
- ⇒ **Timeliness:** Ensuring that activities and updates are delivered according to the planned timeline, maintaining consistency and momentum in communication efforts.

### 6.2. Key Performance Indicators (KPIs)

The success of the C&D strategy is measured through clearly defined KPIs, which provide quantitative and qualitative benchmarks for evaluation.

- ⇒ **Website metrics:** Number of visitors, resources downloads, average time spent on pages, and bounce rates.
- ⇒ **Social media metrics:** Engagement rates (likes, shares, comments), follower growth, and impressions across platforms.
- ⇒ **Event participation:** Number of participants at webinars, and public events, as well as feedback collected from attendees.



## WP6 - Communication, dissemination and capacity building

- ⇒ **Publication reach:** Number of downloads, click rates or views of published materials, such as newsletters, and policy briefs.
- ⇒ **Stakeholder feedback:** Responses collected through surveys, interviews, or focus groups to gauge satisfaction and identify areas for improvement.
- ⇒ **Training outputs:** Number of individuals trained and feedback on training effectiveness.

To monitor and adjust our communication strategy throughout the project, WP6 intends to utilize advanced tools for social media analytics (Metricool). These tools will allow us to gain deeper insights into audience behavior, engagement patterns, and content performance. That way, it will be possible to make data-driven decisions and fine-tune our approach. Furthermore, these tools will provide data and insights required for subsequent reporting activities.

We set specific, quantified targets for each audience, as outlined below. These figures serve as estimates of our objectives and may be adjusted as the project progresses.

| Target Audience                                                                         | Main dissemination instrument                                                                                                                                                                                                                                                                                      | Indicators and outputs                                                                                                                                                                                                                                                                                                                    |
|-----------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Regulatory authorities, policymakers, international organisations                       | <ul style="list-style-type: none"> <li>&gt; partner forums</li> <li>&gt; newsletters</li> <li>&gt; case studies/white paper</li> <li>&gt; scientific publications</li> <li>&gt; webinars</li> </ul>                                                                                                                | 20 participants in partner forum<br>15% click rate for newsletters (*)<br>1 white paper<br>10 publications<br>20 participants in webinars (*)                                                                                                                                                                                             |
| Pharmaceutical and chemical industries – End-users                                      | <ul style="list-style-type: none"> <li>&gt; 1 white paper</li> <li>&gt; newsletters</li> <li>&gt; conferences &amp; industrial events</li> <li>&gt; partner forums</li> <li>&gt; hands-on trainings</li> </ul>                                                                                                     | 40 targeted industries<br>15% click rate for newsletter (*)<br>10 attended conferences and events<br>20 participants in partner forum                                                                                                                                                                                                     |
| Pharmaceutical and chemical industries – NAM developers                                 | <ul style="list-style-type: none"> <li>&gt; partner forums</li> <li>&gt; white papers</li> </ul>                                                                                                                                                                                                                   | 30 interviews with experts<br>10 members in external panels for WP4, WP5 each<br>80 participants in partner forum                                                                                                                                                                                                                         |
| Pharmaceutical and chemical industries – CROs                                           | <ul style="list-style-type: none"> <li>&gt; newsletters</li> <li>&gt; scientific publications</li> <li>&gt; white papers</li> <li>&gt; conferences &amp; industrial events (e.g. EUROTOX, SETAC, EUSAAT, ESTIV)</li> <li>&gt; partner forums</li> <li>&gt; hands-on training/webinars (video tutorials)</li> </ul> | 50 views per tutorial by end of project (*)<br>20 participants in webinars (*)<br>50 CROs in mailing list for the newsletter<br>15% click rate for newsletter (*)<br>50% provided feedback via satisfaction survey<br>10 scientific publications<br>10 attended conferences and events<br>10 members in external panels for WP4, WP5 each |
| Academia, research organizations                                                        | <ul style="list-style-type: none"> <li>&gt; scientific publications</li> <li>&gt; conferences,</li> <li>&gt; workshop/partner forums</li> </ul>                                                                                                                                                                    | 10 publications<br>10 attended conferences and events<br>20 participants in partner forum                                                                                                                                                                                                                                                 |
| Training providers and educational institutions, students/academia, COST Action members | <ul style="list-style-type: none"> <li>&gt; digital teaching materials</li> <li>&gt; continuous education courses</li> </ul>                                                                                                                                                                                       | 100 students participating                                                                                                                                                                                                                                                                                                                |
| General public, media, advocacy groups and NGOs, consumer protection organizations      | <ul style="list-style-type: none"> <li>&gt; website</li> <li>&gt; infotainments</li> <li>&gt; public campaigns</li> <li>&gt; webinars</li> <li>&gt; outreach events</li> <li>&gt; educational kits for science festival</li> </ul>                                                                                 | 1000 unique visits on website per month (by the end of project) (*)<br>400 followers on social media (*)<br>100 participants in information webinars<br>500 views of the promotional video (*)                                                                                                                                            |



**Table 3.** Quantified targets and metrics. (\*) The estimated numbers are aggregated from all target groups combined, since it is not possible to get indicators for a specific target group depending on the foreseen activities.

### 6.3. Continuous improvement

Monitoring and evaluation will involve an iterative approach to refine and optimize the C&D plan based on data gained:

**Data-based adjustments:** Using collected data from monitoring tools to adjust strategies, such as reallocating resources to more effective channels or improving underperforming activities.

**Stakeholder feedback:** Incorporating input from stakeholders to address their evolving needs and expectations, ensuring that communication remains relevant and impactful.

**Periodic reviews:** Conducting bi-annual reviews of the C&D plan performance to identify trends, challenges, and opportunities for innovation based on the different metrics described above.

**Knowledge sharing:** Documenting lessons learned and best practices to enhance the effectiveness of future communication and dissemination efforts.

### Concluding remarks

In conclusion, the C&D plan serves as the initial framework for all communication and dissemination activities within the NAMWISE project, ensuring that the project outcomes are effectively shared with relevant stakeholders.

It outlines key messages, target audiences, communication channels, and performance indicators to evaluate the impact of these efforts. This first iteration aligns with other NAMWISE activities and emphasizes stakeholder engagement. As the project progresses, a second iteration of the C&D plan will be developed mid-project (Deliverables 6.2, M15) to refine and enhance the strategies based on feedback and evolving needs, ensuring optimal resource utilization throughout the project.

